

think an article published just recently quoted the Institute of High Fidelity Manufacturers that the growth would come in component. . . .

When I say that the future here lies in the packaged sets, I'm talking about the mass public, rather than a limited public. Sure, you probably would get a better unit as far as tone fidelity is concerned if you were to package your own set. But I just don't feel that the mass public is interested or able to assemble their own units.

Let's try to put some of these points in focus. Have broadcasting stocks been ahead of the market in the past year, and do you anticipate that they would be in the coming year, or have they been behind the market in general?

It's very difficult to say whether they've been ahead of the market, because the only way of measuring it, as far as I'm concerned, is to measure Storer and Columbia and a few others, and on this basis I would say that they've been behind the market.

**Why?**

Lack of investor interest, primarily, in our experience. There just doesn't seem to be the interest in broadcasting as there is in electronics.

**Does that mean the profit potential is not as great?**

Probably that is the feeling of the investor. You would be amazed at the lack of interest in broadcasting stocks. We get very, very few inquiries on the broadcasting industry. Most of the interest seems to be in the electronics stocks—the manufacturing companies.

**Do you anticipate that there will be more interest?**

Unfortunately no, because there aren't many ways to participate in this growth. Many companies are privately-owned. Many have only limited markets. The only ones you can buy actively are the Big Three and maybe one or two others, like Storer. There aren't many others that you can buy to participate in the industry whereas in the manufacturing branch of the electronics industry, there are any number of stocks you can buy.

**On the other hand, should broadcasting be interested in these investors?**

Yes, I think they should. And you ask why, and I say the reason for doing this is that if they want to finance their growth through equity financing, then they are going to have to make certain that their stocks are valued properly in a market.

**Is there a course that one takes to elicit this interest?**

Yes. By making more information available to the analysts and others who are concerned with stocks.

## Stations readying for baseball season

Plans for the 1959 baseball season are being finalized by broadcasters and major league clubs in preparation for next month's opener. Among reports thus far to BROADCASTING:

Joseph A. Schlitz Brewing Co., Milwaukee, through Majestic Adv. there is sponsoring a 10-game Kansas City Athletics schedule over WDAF-TV Kansas City. This marks a first for WDAF-TV and the Athletics, who formerly maintained a no-television policy.

The Phillies' games on WIP Philadelphia are being underwritten by the Atlantic Refining Co., Philadelphia; P. Ballantine & Sons, Newark; Bayuk Cigars Inc. (Phillies), Philadelphia, and Tasty Baking Co., Philadelphia. Atlantic Refining and Ballantine have one-third each. The remaining segment is divided between Phillies and Tasty Baking. Agency: N. W. Ayer.

Gunther Brewing Co., Baltimore, will sponsor the WJZ-TV telecasts of the Baltimore Orioles' games.

Miller Brewing Co., Clark Oil & Refining Co., both Milwaukee, and P. Lorillard Co., New York, will sponsor the Milwaukee Braves' schedule over WTMJ there.

The American Tobacco Co., New York, and Eastside Brewing Co. are underwriting the Los Angeles Dodgers' games over the L.A. Dodgers Radio Network. (The network includes KMPC Los Angeles, KFXM San Bernardino, KVEL San Luis Obispo, KPAL Palm Springs, KROD Brawley, KYOR Blythe, KREO Indio and KIST Santa

Barbara, all California.) Agencies: American Tobacco—Lawrence C. Gumbinner; Eastside—Young & Rubicam.

The Pittsburgh Pirates' telecasts will be on KDKA-TV, that city.

WINS New York plans to carry home games of the San Francisco Giants.

WTOP Washington has contracted to broadcast all the Senators' games and WTOP-TV will telecast 13 weekend contests. A spokesman for the Washington Club indicated that Gunther Brewing Co. will be one of the sponsors.

WPIX (TV) New York will warm up for its regular in-season Yankee baseball telecasts with four exhibition games from Florida, beginning March 14. Plans for what the station reports will be the only tv baseball coverage in the metropolitan area include all Yankee home games and a "majority" of games played on the road. P. Ballantine & Sons and R. J. Reynolds Tobacco continue as sponsors, through William Esty.

Cincinnati Reds' games will be seen on WLWT (TV) Cincinnati and WLWD (TV) Dayton, Ohio.

## Onondaga sharetimer commences operation

Part educational-part commercial ch. 10 Onondaga, Mich., went on the air yesterday (March 15). And, officials of Michigan State U.'s WMSB (TV), commercial station WILX-TV and General Electric, suppliers of transmitter equipment to the stations, are predicting the operation may provide financial answers to solve the problem of financing the nation's educational tv stations. GE described it as the first educational-commercial project.

Not only are WMSB and WILX-TV sharing the same frequency (BROADCASTING, Sept. 8; Dec. 22, 1958), they also are using the same transmission equipment, with the commercial station paying the educational station for the use of its facilities.

Dr. Armand L. Hunter, director of broadcasting for the university, expects the sharetime operation will "provide the solution to two principal problems facing each type of operation." He termed the problems financial support for educational operation and better public service programs by the commercial station.

WMSB is on the air 38½ hours weekly: 9:30 a.m.-2 p.m. Monday-Saturday; 6-7:30 p.m. Monday-Friday and noon-4 p.m. Sunday. Approximately 75% of its programming will be live.

WILX-TV, an NBC-TV affiliate, has "an even longer broadcasting schedule," Dr. Hunter said.



**New president.** • Vice President Richard M. Nixon (c) handed a gavel to NBC's Julian Goodman (r) when Mr. Goodman was installed as president of the Radio & Tv Correspondents Assn. Retiring association president, Edward P. Morgan of ABC, looks on. The occasion was the correspondents' annual dinner March 7 in Washington.